

2161 Gp/2765

PTO/SB/21 (12/97)

Approved for use through 9/30/2000. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application No.	08/882,197
Filing Date	June 25, 1997
First Named Inventor	Paul C. Greer
Group Art Unit	2765
Examiner Name	Penny Caudle
Attorney Docket Number	42390P4072

RECEIVED

JAN 17 2001

Technology Center 2100

Total Number of Pages in This Submission 6

ENCLOSURES (check all that apply)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form

<input type="checkbox"/> Fee Attached

<input checked="" type="checkbox"/> Amendment / Response
<input type="checkbox"/> After Final
<input type="checkbox"/> Affidavits/declaration(s)

<input type="checkbox"/> Extension of Time Request

<input type="checkbox"/> Express Abandonment Request

<input type="checkbox"/> Information Disclosure Statement

<input type="checkbox"/> Certified Copy of Priority Document(s)

<input type="checkbox"/> Response to Missing Parts/Incomplete Application

<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application)

<input type="checkbox"/> Drawing(s)

<input type="checkbox"/> Licensing-related Papers

<input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition

<input type="checkbox"/> To Convert a Provisional Application

<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address

<input type="checkbox"/> Terminal Disclaimer

<input type="checkbox"/> Small Entity Statement

<input type="checkbox"/> Request for Refund | <input type="checkbox"/> After Allowance Communication to Group

<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences

<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)

<input type="checkbox"/> Proprietary Information

<input type="checkbox"/> Status Letter

<input type="checkbox"/> Additional Enclosure(s) (please identify below):

<div style="border: 1px solid black; height: 80px; width: 100%;"></div> |
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Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Caroline T. Do, Reg. No. P-47,529 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	<i>Caroline T. Do</i>
Date	January 4, 2001

CERTIFICATE OF MAILING/TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on:

January 3, 2001

Typed or printed name	Eric Hoover		
Signature	<i>Eric Hoover</i>	Date	January 3, 2001

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box



PTO/SB/17 (12/99)
Approved for use through 09/30/2000. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<div style="text-align: center;"> <h2 style="margin: 0;">FEE TRANSMITTAL</h2> <h3 style="margin: 0;">for FY 2000</h3> <p style="font-size: small; margin: 5px 0;">Patent fees are subject to annual revision.</p> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>TOTAL AMOUNT OF PAYMENT (\$)</p> </div>	<div style="text-align: right; font-weight: bold; font-size: large;">RECEIVED</div> <div style="text-align: right; font-weight: bold; font-size: large;">JAN 17 2001</div> <div style="text-align: right; font-weight: bold; font-size: large;">Technology Center 2100</div>											
	<p style="text-align: center; font-weight: bold; font-size: small;">Complete if Known</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Application No.</td> <td style="width: 50%;">08/882,197</td> </tr> <tr> <td>Filing Date</td> <td>June 25, 1997</td> </tr> <tr> <td>First Named Inventor</td> <td>Paul C. Greer</td> </tr> <tr> <td>Examiner Name</td> <td>Penny Caudle</td> </tr> <tr> <td>Group/Art Unit</td> <td>2765</td> </tr> <tr> <td>Attorney Docket Number</td> <td>42390P4072</td> </tr> </table>	Application No.	08/882,197	Filing Date	June 25, 1997	First Named Inventor	Paul C. Greer	Examiner Name	Penny Caudle	Group/Art Unit	2765	Attorney Docket Number
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<p>METHOD OF PAYMENT (check one)</p> <p>1. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:</p> <p>Deposit Account Number: 02-2666</p> <p>Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP</p> <p><input checked="" type="checkbox"/> Charge Any Additional Fee(s) Required Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.</p> <p><input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.</p> <p>2. <input type="checkbox"/> Payment Enclosed:</p> <p><input type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input type="checkbox"/> Other</p> <p style="text-align: center; font-weight: bold; font-size: small;">FEE CALCULATION</p> <p>1. BASIC FILING FEE</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Large Entity</th> <th colspan="2">Small Entity</th> <th rowspan="2">Fee Description</th> <th rowspan="2">Fee Paid</th> </tr> <tr> <th>Fee Code</th> <th>Fee (\$)</th> <th>Fee Code</th> <th>Fee (\$)</th> </tr> </thead> <tbody> <tr> <td>101</td> <td>710</td> <td>201</td> <td>355</td> <td>Utility filing fee</td> <td></td> </tr> <tr> <td>106</td> <td>320</td> <td>206</td> <td>160</td> <td>Design filing fee</td> <td></td> </tr> <tr> <td>107</td> <td>490</td> <td>207</td> <td>245</td> <td>Plant filing fee</td> <td></td> </tr> <tr> <td>108</td> <td>710</td> <td>208</td> <td>355</td> <td>Reissue filing fee</td> <td></td> </tr> <tr> <td>114</td> <td>150</td> <td>214</td> <td>75</td> <td>Provisional filing fee</td> <td></td> </tr> <tr> <td colspan="5" style="text-align: right;">SUBTOTAL (1)</td> <td style="border: 1px solid black; width: 100px;"></td> </tr> </tbody> </table> <p>2. EXTRA CLAIM FEES</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Large Entity</th> <th colspan="2">Small Entity</th> <th rowspan="2">Fee Description</th> <th rowspan="2">Fee Paid</th> </tr> <tr> <th>Fee Code</th> <th>Fee (\$)</th> <th>Fee Code</th> <th>Fee (\$)</th> </tr> </thead> <tbody> <tr> <td>103</td> <td>18</td> <td>203</td> <td>9</td> <td>Claims in excess of 20</td> <td></td> </tr> <tr> <td>102</td> <td>80</td> <td>202</td> <td>40</td> <td>Independent claims in excess of 3</td> <td></td> </tr> <tr> <td>104</td> <td>260</td> <td>204</td> <td>135</td> <td>Multiple Dependent claim, if not paid</td> <td></td> </tr> <tr> <td>109</td> <td>80</td> <td>209</td> <td>40</td> <td>**Reissue independent claims over original patent</td> <td></td> </tr> <tr> <td>110</td> <td>18</td> <td>210</td> <td>9</td> <td>**Reissue claims in excess of 20 and over original patent</td> <td></td> </tr> <tr> <td colspan="5" style="text-align: right;">SUBTOTAL (2)</td> <td style="border: 1px solid black; width: 100px;"></td> </tr> </tbody> </table>	Large Entity		Small Entity		Fee Description	Fee Paid	Fee Code	Fee (\$)	Fee Code	Fee (\$)	101	710	201	355	Utility filing fee		106	320	206	160	Design filing fee		107	490	207	245	Plant filing fee		108	710	208	355	Reissue filing fee		114	150	214	75	Provisional filing fee		SUBTOTAL (1)						Large Entity		Small Entity		Fee Description	Fee Paid	Fee Code	Fee (\$)	Fee Code	Fee (\$)	103	18	203	9	Claims in excess of 20		102	80	202	40	Independent claims in excess of 3		104	260	204	135	Multiple Dependent claim, if not paid		109	80	209	40	**Reissue independent claims over original patent		110	18	210	9	**Reissue claims in excess of 20 and over original patent		SUBTOTAL (2)						<p>3. 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SUBMITTED BY				Complete (if applicable)	
Name (Print/Type)	Caroline T. Do	Registration No. (Attorney/Agent)	P-47,529	Telephone	(714) 557-3800
Signature				Date	01/04/01

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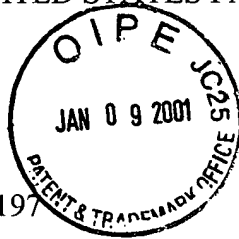
In re Application of:

Paul Green et al.

Application No.: 08/882,197

Filed: June 25, 1997

For: USER DEMOGRAPHIC PROFILE
DRIVEN ADVERTISING
TARGETING



Examiner: Susanne Meinecki Díaz

Art Group: 2765

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PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, DC 20231-9998

REMARKS

In the Advisory Action dated December 11, 2000, the Examiner stated that the proposed amendment will not be entered because it raises new issues that would require further consideration and/or search. Specifically, the Examiner stated "The Applicant has made several amendment which alter the scope of the claims." Applicants respectfully disagree.

Independent claims have been amended, however, the scope of these claims are not altered. All Applicants did was deleting a few words and rearranging a few words in the claims. For example, in claims 1 and 14, the words "a direction of" have been deleted and the words "from a database" have been moved from before to after the words "to be transmitted". The correction of these minor informalities do not alter nor broaden the scope of the claims.

The refusal to enter the proposed amendment should not be arbitrary. The proposed amendment should be given sufficient consideration to determine whether the claims are in